

## ORDER



KSNV

**Orders**  
**Order / Rev:** 108421  
**Alt Order #:**  
**Product Desc:** Horsford/DCCC  
**Estimate:** 2306  
**Flight Dates:** 10/31/12 - 11/01/12  
**Original Date / Rev:** 10/30/12 / 10/30/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency Name:** GMMB, Inc./ Washington D.C.  
**Buying Contact:**  
**Billing Contact:**  
 Washington Harbor  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** DCCC/ Horsford  
**Demographic:** A25-54  
**Product Codes:** PLC02  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/01/12	20	\$15,750.00	\$13,387.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	20	\$15,750.00	\$13,387.50	0.00
<b>Totals</b>	<b>20</b>	<b>\$15,750.00</b>	<b>\$13,387.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KSNV	10/31/12	11/01/12	M-F 5-6a WakeUp w/Wagners	CM	5-6a	--WT---	:30	2	\$450.00	1	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--WT---			2		\$450.00		0.00				
N 2	KSNV	10/31/12	11/01/12	Wake Up Early w/ Wagners	CM	430a-5a	--WT---	:30	1	\$200.00	1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--WT---			1		\$200.00		0.00				
N 3	KSNV	10/31/12	11/01/12	M-F 6-7a WakeUp w/Wagners	CM	6-7a	--WT---	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--WT---			2		\$700.00		0.00				
N 4	KSNV	10/31/12	11/01/12	Today Show	CM	658a-9am	--WT---	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--WT---			2		\$900.00		0.00				
N 5	KSNV	10/31/12	11/01/12	Rachael Ray	CM	11am-12pm	--WT---	:30	1	\$325.00	1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--WT---			1		\$325.00		0.00				
N 6	KSNV	10/31/12	11/01/12	Noon News	CM	12-1230pm	--WT---	:30	1	\$425.00	1	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--WT---			1		\$425.00		0.00				

Order / Rev: 108421  
 Alt Order #:  
 Flight Dates: 10/31/12 - 11/01/12

Advertiser: DCCC/ Horsford  
 Product Desc: Horsford/DCCC  
 Estimate: 2306

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	KSNV	10/31/12	11/01/12	Dr. Phil Dr Phil	CM	3-4p	-- WT- - -	:30	1	\$450.00	1	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-- WT- - -		1				\$450.00		0.00			
N 8	KSNV	10/31/12	11/01/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	-- WT- - -	:30	1	\$725.00	1	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-- WT- - -		1				\$725.00		0.00			
N 9	KSNV	10/31/12	11/01/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	-- WT- - -	:30	1	\$725.00	1	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-- WT- - -		1				\$725.00		0.00			
N 10	KSNV	10/31/12	11/01/12	M-F Early News M-F Early News	CM	5-630p	-- WT- - -	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-- WT- - -		2				\$1,200.00		0.00			
N 11	KSNV	10/31/12	11/01/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	-- WT- - -	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-- WT- - -		1				\$1,300.00		0.00			
N 12	KSNV	10/31/12	11/01/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	-- WT- - -	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-- WT- - -		1				\$1,300.00		0.00			
N 13	KSNV	10/31/12	11/01/12	FacetoFace/Ralston Rep FacetoFace/Ralston Report	CM	730-758pm	-- WT- - -	:30	1	\$900.00	1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-- WT- - -		1				\$900.00		0.00			
N 14	KSNV	10/31/12	11/01/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	-- WT- - -	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-- WT- - -		2				\$1,200.00		0.00			
N 15	KSNV	10/31/12	11/01/12	The Tonight Show Tonight Show	CM	1135p-1236a	-- WT- - -	:30	1	\$500.00	1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-- WT- - -		1				\$500.00		0.00			
													Totals	20	\$15,750.00